

**AMENDMENT TO THE CLAIMS**

Claims 1-9 (Cancelled)

Claims 10-11 (Previously Cancelled)

Claims 12-18 (Cancelled)

Claim 19 (Previously Cancelled)

Claims 20-23 (Cancelled)

24. (New) A system for creating and delivering an opportunity to a user, said system comprising:

an access device having connectivity to a supplier advertising computer and said access device having a location indication capability;

said advertising computer executing instructions on a processor to provide a web site accessible by said user via said access device, that when executed:

determines constraints for said access device;

purchases lifestyle view data for said user, from a firm;

retrieves a profiled past of said user;

retrieves current actions of said user;

creates a vision of core competencies of said supplier based on said access device, and said profiled past, and said lifestyle view data, and said current actions;

develops an opportunity consistent with said vision by merging said vision of core competencies with said supplier's channel awareness; and

delivers said opportunity to said user via said connectivity to said access device.

25. (New) The system of claim 24, wherein said access device is a cell phone, kiosk, personal digital assistant such as a palm top device, a laptop computer, a desktop computer, or a computer terminal.

26. (New) The system of claim 24, wherein said connectivity is a modem, digital modem, high speed lines, or wireless connection.

27. (New) The system of claim 24, wherein said location indication capability is a real time GPS receiver.

28. (New) The system of claim 24, wherein said profiled past includes a demographic profile.

29. (New) The system of claim 24, wherein said current actions includes transactions.

30. (New) The system of claim 29, wherein said transactions include listings of purchases or payment, or returns.